

Making Small Agricultural Parcels Profitable

A. Basic Requirements for Profitable Small Scale Farming

1. Alternative Production

e.g. Organic, Specialty Crops, Specialty Varieties, Baby/New

2. Alternative Marketing

e.g. Direct Marketing (Farmers' Markets, CSA, Value Added, On-Farm / Roadside, Restaurants & Food Stores), Specialty Wholesale Markets

3. Equal Resources & Energy to Production and Marketing

4. Diversified Production

To enhance marketing, extend season, maximize opportunities, minimize risks, and/or distribute labor

5. Diversified Marketing

e.g. Alternative marketing, Conventional marketing, New products, Agri-Tourism

6. Innovation

e.g. Create Own Products and/or Markets

7. Early Adoption of New Research & Ideas

8. Product Identification

Includes cultivar name, origin, brand, information about the crop, information about use of the product

9. Hard Work

10. Low Debt

B. Goals of Profitable Small Scale Farming

1. Add Value to the Crops/Animals/Products Grown and/or Produced

2. Capture a Higher Percent of the Consumers Dollars

C. Basic Requirements for Profitable Small Scale Farming

1. 100% Commitment by Owner/Operator of Land

2. Support of/ from/by Local Community and Governments

3. Collaborative Spirit Among Neighbors